

SEP 30 1925 ✓

©CIL 21862 ✓

THE TROUBLE WITH WIVES ✓✓

Photoplay in 7 reels ✓✓

Story by Sada Cowan and

Howard Higgin ✓✓

Directed by Malcolm St. Clair

Author of the photoplay (under section 62)
Famous Players Lasky Corporation of U.S.

SEP 30 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

The Trouble with Wives - 7 reels

Respectfully,

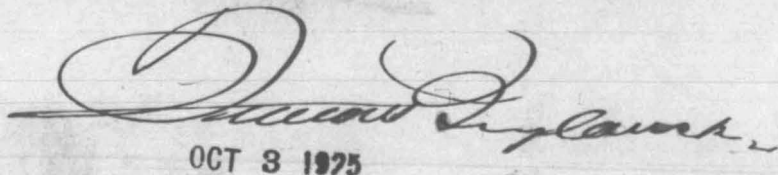
FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

| <u>Title</u> | <u>Date of Deposit</u> | <u>Registration</u> |
|------------------------|------------------------|---------------------|
| The Trouble with Wives | 9-30-25 | ©CIL 21862 |

The return of the above copies was requested by the said
Company, by its agent and attorney on the 30th day of
Sept. 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Ret. Oct. 3. 25
1 P.M.

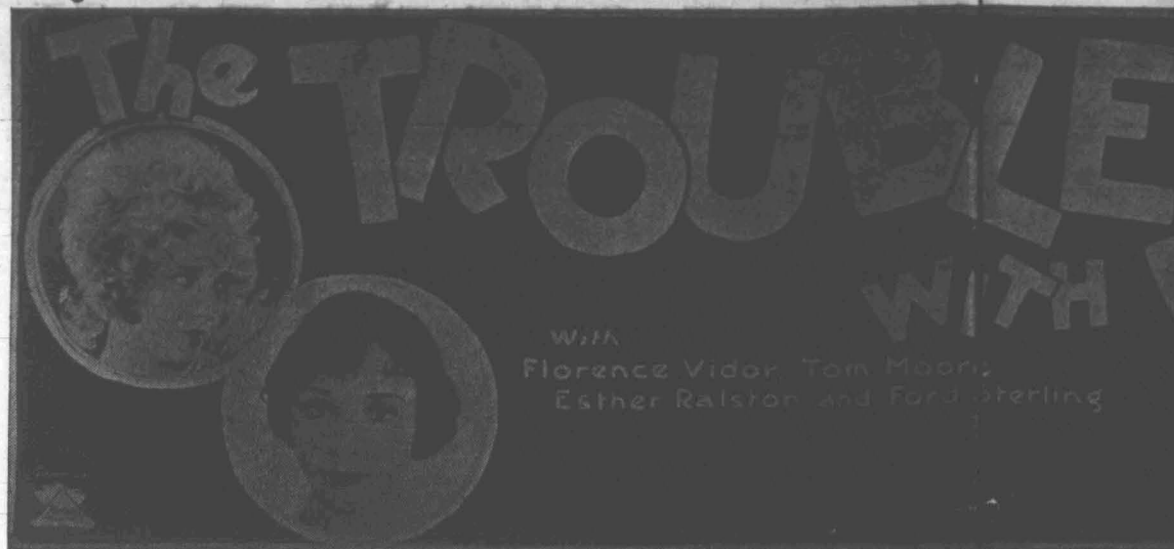

OCT 3 1925

This Film

Is 7 Reels

— 6489

Feet Long



This is the special 3' x 10' colored banner on the

An Honest and Exciting Comedy Anal

*"The trouble
with my wife is—"*

HOW often you've heard men start out that way and launch into a serio-comic rigamarole about the frailties and foibles of the poor dear ladies that leaves you undecided whether to laugh or shed a tear of sympathy.

Well, here's a picture comedy that tells frolicsomenely just what the trouble with wives is, and what's to be done about it. Sada Cowan and Howard Higgin wrote it. Malcolm St. Clair, who made "Are Parents People?" directed.

Tom Moore is seen as the husband; Florence Vidor is the wife. Esther Ralston is the vamp and Ford Sterling Moore's bungling college chum.

"The Trouble With Wives" is a comedy with, back of it, an unusual slant on the great problem of the day—divorce.

Remember—no preaching, no heavy drama, no propaganda. Just a rollicking comedy that takes marriage apart and shows what makes it tick, or fail to tick.

Cast

| | |
|-----------------------|--------------------|
| Grace Hyatt..... | Florence Vidor |
| William Hyatt..... | Tom Moore |
| Dagmar..... | Esther Ralston |
| Al Hennessy..... | Ford Sterling |
| Grace's Mother..... | Lucy Beaumont |
| Prey (Detective)..... | Edward Kennedy |
| Maid..... | Etta Lee |
| Butler..... | William Courtright |

The Story

SOMEONE has said, whether aptly or no, that the real trouble with wives is that they they spend too much, flirt too much, nag too much and wear too little.

The particular wife in this story is Grace Hyatt, and her husband William (Tom Moore) is the owner of an exclusive bootery, a high-sounding name for a shoe-shop.

Grace is, at heart, a perfectly loving and amiable wife who desires more than anything else on earth to be alone with her husband, to dine only with him and to sit before the fireplace memorizing the days of their romance, but always and ever it seems that her plans are frustrated by the presence, as guest, of either Al Hennessy, her husband's good-hearted former college chum who always seems to

By SADA COWAN

and

HOWARD HIGGIN

Directed by

MALCOLM ST. CLAIR

Adolph Zukor and Jesse L. Lasky Pro

"The Trouble With W

with Florence Vidor, Tom Moore, Es

Ralston and Ford Sterling

**'TROUBLE WITH WIVES'
HEADS RIALTO BILL**

Paramount Marriage Comedy
by Man Who Made "Are
Parents People?"



**PUTTING IT
OVER RIGHT**

If there ever was a good subject for a prize letter contest, with plenty of humorous possibilities, this one is it. What IS "the trouble with wives?" Let the husbands tell! Great newspaper stuff.

Do this sufficiently in advance so as to be able to clip all the letters from the paper and use them for lobby display. Card—"Here's what husbands of (name of town) think is THE TROUBLE WITH WIVES. See the Paramount Picture and get the consensus of all America."

**WHAT IS
THE TROUBLE WITH WIVES?**
Are they too jealous?
Do they keep hubby away from his old cronies?
Do they crave much attention?
Do they cry hubby's appear-

Are th...onomical?—too
spending?
Are they unre...able?
Do they make...of hubby in public?

Whatever the trouble with wives might be, you'll see it most humorously and entertainingly divulged in the Paramount Picture.

THE TROUBLE WITH WIVES
Send a squad of "Inquiring Reporters" around to stores, offices, etc. to ask the question, "What is the trouble with wives?" Then use the answers in your advertising as mentioned above.

Good title for a cooperative newspaper page. Here are tips for ads:—
Restaurants: THE TROUBLE WITH WIVES is that husbands forget to hold duties. They should bring hubby here at least once a week for a delicious meal.
Radios: THE TROUBLE WITH WIVES is that they don't get enough recreation in the home—etc.
Flowers: THE TROUBLE WITH WIVES is that husbands forget to treat them like sweethearts—etc.
Millinery: THE TROUBLE WITH WIVES is that they don't keep up their chic pre-marital appearance—etc.
Teasers: THE TROUBLE WITH WIVES

CO-STAR FLORENCE VIDOR IN THE
PARAMOUNT PICTURE
"THE TROUBLE WITH WIVES"
Production Mat IPA

MALCOLM ST. CLAIR, who bowed his way into the good graces of screen fans with his first Paramount picture, "Are Parents People?" showed in that picture that there was something new in picture directing after all. He handled that production from an entirely new angle, took a chance, so to speak, upset precedent and he won.

For that reason he started his second Paramount production, "The Trouble With Wives," with a hundred percent confidence in himself and has, according to all reports, turned out a masterpiece.

"The Trouble With Wives" is an original screen story by Sada Cowan and Howard Higgin and features Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling in the leading roles.

The story is one of a man and his wife, a college chum and a mother-in-law, a vampire, and a



Anything in
This Press
Sheet May
Be Reprinted

special 3' x 10' colored banner on this production.

Comedy Analysis of Married Life Today

Adolph Zukor and Jesse L. Lasky Present
"The Trouble With Wives"
with Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling
Paramount Picture

**ALL THE FACTS ABOUT
THE PICTURE IN BRIEF**
Author, Scenarist, Cameraman, Type of
Story, Big Scenes — Everything
You Need at a Glance

PUTTING IT OVER RIGHT

PARAMOUNT COMEDY OF
MODERN MARRIED LIFE
"The Trouble With Wives," at
Rialto Theatre, Has Big
Featured Cast



ESTHER RALSTON IN THE
PARAMOUNT PICTURE
"THE TROUBLE WITH WIVES"
Production Mat 1PB

If there ever was a good subject for a prize letter contest, with plenty of humorous possibilities, this one is it. What IS "the trouble with wives?" Let the husbands tell! Great newspaper stuff.

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WHAT IS
THE TROUBLE WITH WIVES?
Are they too jealous?
Do they keep hubby away from his old cronies?
Do they crave much attention?
Do they cry hubby's appearance?

Are they economical?—too spending?
Are they unreasonable?
Do they make a fool of hubby in public?
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WHAT is the trouble with wives?
Someone says:
"They spend too much."
"They flirt too much."
"They nag too much."
"They wear too little."
What is the trouble with wives? Divorce court judges, puzzled husbands and attorneys specializing in cases dealing with marital woes have been trying to find an answer to this question for a long time. It interested Sada Cowan and Howard Higgin so much that they wrote an original story for the screen, "The Trouble With Wives," directed for Paramount by Malcolm St. Clair and featuring Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling.
Moore is the pondering husband in the picture which will be shown

Featured
Florence Vidor, Tom Moore, Esther Ralston, Ford Sterling.

Director
Malcolm St. Clair, who bowed himself into the good graces of Paramount fans with his initial production, "Are Parents People?"

Scenarists
Sada Cowan and Howard Higgin. They evolved the story and then wrote a whale of a screen play from it. That's why there is a freshness to "The Trouble With Wives" that is surely welcome.

Cameraman
L. Guy Wilky, who photographed the William de Mille pictures, "Men and Women," "The Fast Set," etc.

Type of Story
A comedy of married life that scintillates with newness. It's human, treating of the marital situation from the quadrangle viewpoint rather than the eternal triangle.

Theme
This is the story of a man and his wife, a college chum and a mother-in-law, a vampire—and a Bootery!

Florence Vidor is ready in love with her husband Tom Moore. Ford Sterling puts a kink in the cogs of the marriage machine by accounting for Moore's absence by telling his wife that he's out with Esther Ralston, a shoe designer, from Paris.

Miss Vidor discovers them together, which fans the flame; the mother adds a bit of fuel—making it a rather warm situation for Moore. The wife decides upon a divorce, but Sterling, making amends for his blunder, proves himself a fast worker, brings Esther Ralston to Moore's home and introduces her as his wife.
And they all lived—etc., etc.

Highlights

YOU'LL LAUGH—
When you see Ford Sterling sit in at the table with Tom Moore and Florence Vidor and pile trouble after trouble up by his bungling remarks.

YOU'LL ENJOY—
Sterling doing a "Mr. Duley" and "Mr. Malaprop" combined with Moore burning up and Miss Vidor running the gamut of conflicting emotions.

YOU'LL MARVEL—
At the strict attention to detail exemplified by Director St. Clair, as for example, a completely equipped shoe store, with twelve beautiful models.

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In the beach scenes at Catalina Island so accurately pictured that it will be the next best thing to visiting this famous resort.

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The particular wife in this story is Grace Hyatt, and her husband William (Tom Moore) is the owner of an exclusive bootery, a high-sounding name for a shoe-shop.

Grace is, at heart, a perfectly loving and amiable wife who desires more than anything else on earth to be alone with her husband, to dine only with him and to sit before the fireplace memorizing the days of their romance, but always and ever it seems that her plans are frustrated by the presence, as guest, of either Al Hennessy, her husband's good-hearted former college chum who always seems to do the wrong thing at the wrong time, or her mother, whom she adores, but who seems to inconveniently intrude.

Despite all of this her faith and confidence in her husband is unbounded until a day comes when Hennessy accounts for Hyatt's temporary absence by informing her he has gone to lunch with Dagmar, designer of shoes, from Paris. And she discovers them together, which fans the flames, and mother adds a bit of fuel, making it a rather warm situation for Hyatt.

Just when William has almost squared himself with Wife and Mother-in-law, Dagmar persuades him to come to her apartment for the purpose of interesting him in some newly created slipper models. He goes there, but much to her disappointment brings Hennessy with him. Here a new phase of the triangle gets off to a flying start when Al falls for the girl, who in turn is very strong for Hyatt. That night the two men dine at Hyatt's home. After dinner Hennessy blunders along with no damage until he inadvertently mentions that they both have been to the designer's apartment.

Mrs. Hyatt picks up the cue and the storm breaks in all its fury. She accuses her husband of being so interested in the designer he forgot to call at the jeweler's for her watch. Hyatt hastens to reassure her that he did call for the watch and it is in his brief-case at the office.

He will go get it. He starts for the office and then suddenly remembers that the case was left at Dagmar's apartment. Arriving there the girl plans to hold him and has a siren-like idea which she puts into effect. She pretends to sprain her ankle and faints in his arms.

The mark of her lip rouge is pressed on his collar and her perfume scents his coat. That starts the war all over again when he arrives home, and the battle ends in the morning at three when he leaves home for a hotel.

The next day Grace makes her decision to divorce him, but happily before the papers are drawn Al Hennessy proves that he may be a blunderer at times but at other times he is a fast worker. He brings Dagmar to the broken home and introduces her as his wife to Mrs. Hyatt.

That means one divorce lawyer loses a mighty good fee and they live happily ever after, etc.

'TROUBLE WITH WIVES' HEADS RIALTO BILL

Paramount Marriage Comedy
by Man Who Made "Are
Parents People?"



FLORENCE VIDOR IN THE
PARAMOUNT PICTURE
"THE TROUBLE WITH WIVES"

Production Mat 1PA

MALCOLM ST. CLAIR, who bowed his way into the good graces of screen fans with his first Paramount picture, "Are Parents People?" showed in that picture that there was something new in picture directing after all. He handled that production from an entirely new angle, took a chance, so to speak, upset precedent and he won.

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The story is one of a man and his wife, a college chum and a mother-in-law, a vampire—and a Bootery!

The man is Bill Hyatt (Moore), who owns the exclusive Hyatt Bootery. Grace and he are but recently and happily married, until the mother-in-law, the college chum, Al Hennessy (Sterling) and the vamp, Dagmar, played by Miss Ralston, enter the plot.

Al is an awkward, good-hearted, affable sort of person, with more money than manners and an unfortunate habit of always being where he is least wanted. And the mother-in-law! A divorcee, fashionable and suspicious, given to mudpacks and sophistication.

Bill Hyatt is an importer of ladies' ultra-modern shoes. From Paris comes Dagmar with designs for new footwear. Grace is a perfectly loving and amiable wife who desires nothing more than to be alone with her husband, but always there is Al or the mother-in-law about. Her confidence in her young husband is unbounded until one day she discovers Bill at lunch with Dagmar and no explanation about Dagmar's connection with his business quite pleases her.

With the closing scenes at Catalina Island, misunderstandings are all swept away when Al introduces Dagmar to Mrs. Hyatt as his wife. But it's great fun while it lasts.

One of the high spots in the picture is the boot-shop episode, with twelve pairs of the shapeliest—er—ankles in Hollywood.

PUTTING IT OVER RIGHT

If there ever was a good subject for a prize letter contest, with plenty of humorous possibilities, this one is it. What IS the trouble with wives? Let the husbands tell!

Great newspaper stories in advance so as to be able to clip all the letters from the paper and use them for lobby display. Card of town think is THE TROUBLE WITH WIVES. See the Paramount Picture and get the consensus of all America.

WHAT IS THE TROUBLE WITH WIVES? Are they too jealous? Do they keep hubby away from his old cronies? Do they crave much attention? Do they cry hubby's appearance?

Are they economical?—too spending? Are they unreasonable? Do they make of hubby in public?

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Restaurants: THE TROUBLE WITH WIVES is that they don't take enough relief from household duties. They should bring hubby here at least once a week for a delicious meal.

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Flowers: THE TROUBLE WITH WIVES is that husbands forget to treat them like sweethearts—etc.

Millinery: THE TROUBLE WITH WIVES is that they don't keep up their chic pre-marital appearance—etc.

Teasers: THE TROUBLE WITH WIVES will be exposed here soon. What is the TROUBLE WITH WIVES?

Does the single man know THE TROUBLE WITH WIVES?

Do the wives know THE TROUBLE WITH WIVES?

Are bachelors bacheloring because of THE TROUBLE WITH WIVES?

Interest all the judges and attorneys of your town, if possible getting their opinions on the picture for especially any of your advertising, who have anything of Domestic Relations. See if you can plant this—a couple starts in to get a divorce, and the picture of THE TROUBLE WITH WIVES is brought to their attention. They decide to see the picture—they see in it their own married life reflected. The wife who has really been the cause of all the trouble, realizes she has been in the wrong and promises to be a great joy to her husband hereafter—they patch up their differences and withdraw their divorce plea. . . . SOME newspaper story! By getting the right couple to work with you on this who are virtually unknown and who do not mind the publicity this should work out well.

Invite the clergy to see this one. They might find in it a good thought for their Sunday sermons.

Start several weeks in advance and clip all newspaper articles on divorces, using these for your lobby display. Be sure to use only those instigated because of the trouble with wives—not with husbands.

Get statistics on the number of divorces during the past year in your city, your county, your state. "Is the trouble with matrimony 'The Trouble With Wives'?"

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Are they spending? Are they unromantic?—too public? Do they make of hubby in

Whatever the trouble might be, you'll see it amusingly and entertainingly in the Paramount Picture "The Trouble With Wives."

Send a squad of "porters" around to ask the question, "What is the trouble with wives?" Then use mentioned above for advertising as

Good title for a paper page. Here are cooperative news-
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PARAMOUNT COMEDY OF MODERN MARRIED LIFE

"The Trouble With Wives," at Rialto Theatre, Has Big Featured Cast



ESTHER RALSTON IN THE PARAMOUNT PICTURE "THE TROUBLE WITH WIVES"

Production Mat 1PB

WHAT is the trouble with wives?

Someone says:

- "They spend too much.
- "They flirt too much.
- "They nag too much.
- "They wear too little."

What is the trouble with wives?

Divorce court judges, puzzled husbands and attorneys specializing in cases dealing with marital woes have been trying to find an answer to this question for a long time. It interested Sada Cowan and Howard Higgin so much that they wrote an original story for the screen, "The Trouble With Wives," directed for Paramount by Malcolm St. Clair and featuring Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling.

Moore is the pondering husband in the picture which will be shown at the . . . Theatre on . . . It treats of the subject of divorce in a richly humorous fashion, is an easy-flowing, mirthful analysis of the little human episodes which mean so much in the marriage arrangement.

The incidents follow closely upon one another and they hit home even though the story deals in generalities to avoid any suggestion of being propaganda or of preaching a sermon.

Lucy Beaumont, Edward Kennedy, Etta Lee and William Court-right have prominent roles in the supporting cast.

Almost a Vamp

Esther Ralston nearly realized her ambition to appear on the screen in a vampire role during the filming of "The Trouble With Wives," in which Paramount offers one solution to the problem.

"You're to play the part of Dagmar," Director Malcolm St. Clair told Miss Ralston when he handed her a copy of the scenario. Reading it at home that night she became more elated with the turning of each page but in the last twenty pages disappointment descended upon her for she found that in the story Dagmar proves to be not a real vampire, but merely suspected of being one by Florence Vidor, who not until almost too late discovers that her suspicions are wrong.

Esther Ralston shares featured honors in "The Trouble With Wives" at the . . . this week with Miss Vidor, Tom Moore and Ford Sterling.

You Need at a Glance

Featured

Florence Vidor, Tom Moore, Esther Ralston, Ford Sterling.

Director

Malcolm St. Clair, who bowed himself into the good graces of Paramount fans with his initial production, "Are Parents People?"

Scenarists

Sada Cowan and Howard Higgin. They evolved the story and then wrote a whale of a screen play from it. That's why there is a freshness to "The Trouble With Wives" that is surely welcome.

Cameraman

L. Guy Wilky, who photographed the William de Mille pictures, "Men and Women," "The Fast Set," etc.

Type of Story

A comedy of married life that scintillates with newness. It's human, treating of the marital situation from the quadrangle view-point rather than the eternal triangle.

Theme

This is the story of a man and his wife, a college chum and a mother-in-law, a vampire—and a Bootery!

Florence Vidor is really in love with her husband Tom Moore.

Ford Sterling puts a kink in the cogs of the marriage machine by accounting for Moore's absence by telling his wife that he's out with Esther Ralston, a shoe designer, from Paris.

Miss Vidor discovers them together, which fans the flame; the mother adds a bit of fuel—making it a rather warm situation for Moore. The wife decides upon a divorce, but Sterling, making amends for his blunder, proves himself a fast worker, brings Esther Ralston to Moore's home and introduces her as his wife.

And they all lived—etc., etc.

Highlights

YOU'LL LAUGH—

When you see Ford Sterling sit in at the table with Tom Moore and Florence Vidor and pile trouble after trouble up by his bungling remarks.

YOU'LL ENJOY—

Sterling doing a "Mr. Duley" and "Mr. Malaprop" combined with Moore burning up and Miss Vidor running the gamut of conflicting emotions.

YOU'LL MARVEL—

At the strict attention to detail exemplified by Director St. Clair, as for example, a completely equipped shoe store, with twelve beautiful models.

YOU'LL REVEL—

In the beach scenes at Catalina Island so accurately pictured that it will be the next best thing to visiting this famous resort.

YOU'LL FIND—

A tear trickling down the cheek when you see Miss Vidor, the loving, faithful wife, seeing her dream of happily married life fading and preparing for her enforced march to the divorce court.

YOU'LL FEEL—

That Esther Ralston is charming enough to turn any man's head, married or single. The screen has no more beautiful girl.

YOU'LL SAY—

That here at last is a domestic drama that is enacted in such a manner that you are made to be happy with the players when they are happy and sad with them when they are sad.

YOU'LL SEE—

Some new stunts in moving picture photography that reflect credit on Director St. Clair and his camera staff, headed by L. Guy Wilky.

YOU'LL AGREE—

That good, clean drama is the most enjoyable sort after all.

YOU'LL WANT—

To have your neighbors see this picture, and

YOU WON'T—

Be afraid to take your children or the neighbors' children to see it.

Eleven perfectly fitting gowns of the most advanced design are worn by Florence Vidor in this production. Travis Banton, fashions expert who was brought to Hollywood from Paris by Paramount to design gowns for "The Dressmaker from Paris," created these new screen fashions. Esther Ralston also has her share of new creations.

In the Bootery there's a real treat for you—twelve of the prettiest girls in screenland displaying the last word in chic footwear on trim ankles.

The scenes in Esther Ralston's apartment are eye-fillers. The Mrs. Darling of "Peter Pan" is almost a vamp in this one.



FLEXIBLE ADS THAT MAY BE

No! This is Not a War Picture!



Wives! Is the Trouble With Wives—Husbands?

Husbands! Here's your chance to LAUGH at the Trouble with Wives!

Everybody! It's the Greatest Show on Mirth!

"THE TROUBLE WITH WIVES"

Four-column Newspaper Advertisement 4A



Two-column Supplementary Press Ad 2AS

Catchy Ad Catchlines

Is The Trouble With Wives

- they spend too much?
- they flirt too much?
- they wear too little?

An honest and exciting comedy analysis of wedded bliss today.

Ladies! When another woman tries to vamp your husband, do you get sore or flattered? See "The Trouble With Wives."

A tale of life in the great jokin' spaces where men are husbands.

If every married couple could see "The Trouble With Wives," there wouldn't be a single divorce in 1925.

The tale of a man, his wife, a beautiful blonde and a bevy of bathing beauties.

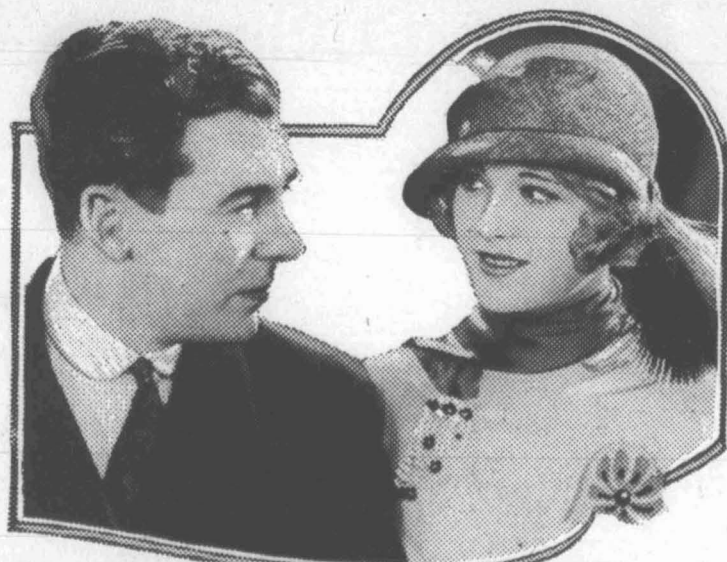
A miracle of brevity—The Trouble With Wives told completely in six reels!

How do they get that way?
When they promise to love and obey.
See "The Trouble With Wives".

Come and bring your husband—and a referee.

The picture that makes matrimony a pleasure.

If you think marriage is no joke see "The Trouble With Wives."



TOM MOORE AND ESTHER RALSTON IN

AT MAY BE CUT UP TO SUIT



icture!

A Matrimonial Mirthquake!

A Paramount
Picture

PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY



"The TROUBLE WITH WIVES"



Is the Trouble with
Wives acute spendaci-
tis, too much jealousy
or not enough broom-
tism?

An epidemic of laugh-
ter in six contagious
reels.

with
FLORENCE VIDOR
TOM MOORE
ESTHER RALSTON
FORD STERLING

Three-column Newspaper Advertisement 3A

VIVES"

Catchlines

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flirt too much?
wear too little?

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See "The Trouble With Wives."

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could see "The Trouble With"
single divorce in 1925

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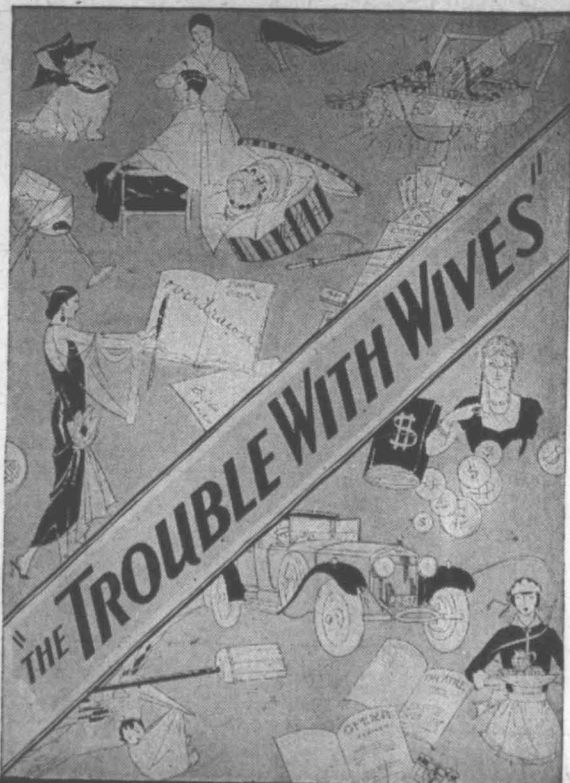
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Handsome Four-Page Colored Herald

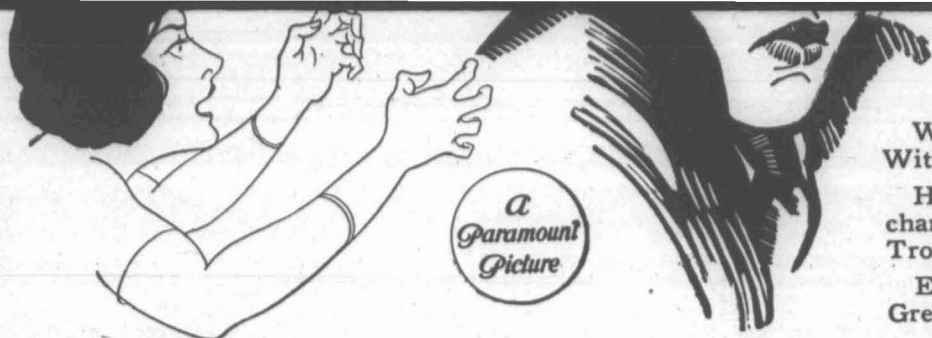


If you're not a regular user of
Paramount heralds you ought to
be. Start with this one and
watch the result!

The cover is illustrated on the
left, but black and white doesn't
do the original full justice.

Ask your Ad Sales Manager to
show you a sample in rich colors.
\$3.00 per 1,000.

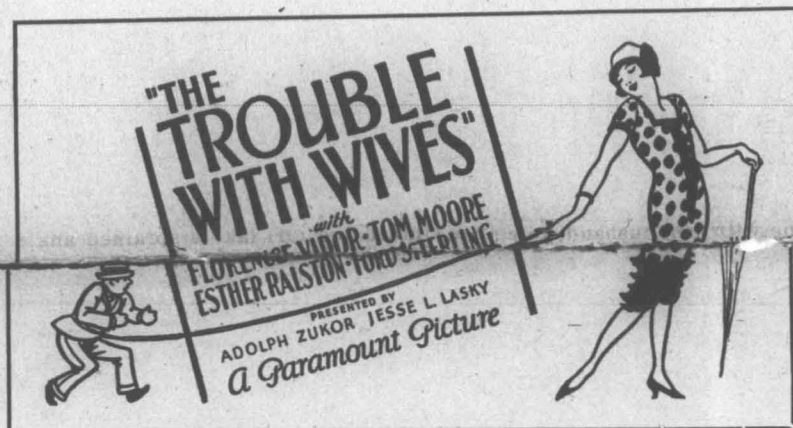
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Wives! Is the Trouble With Wives—Husbands?
Husbands! Here's your chance to LAUGH at the Trouble with Wives!
Everybody! It's the Greatest Show on Mirth!

"THE TROUBLE WITH WIVES"

Four-column Newspaper Advertisement 4A

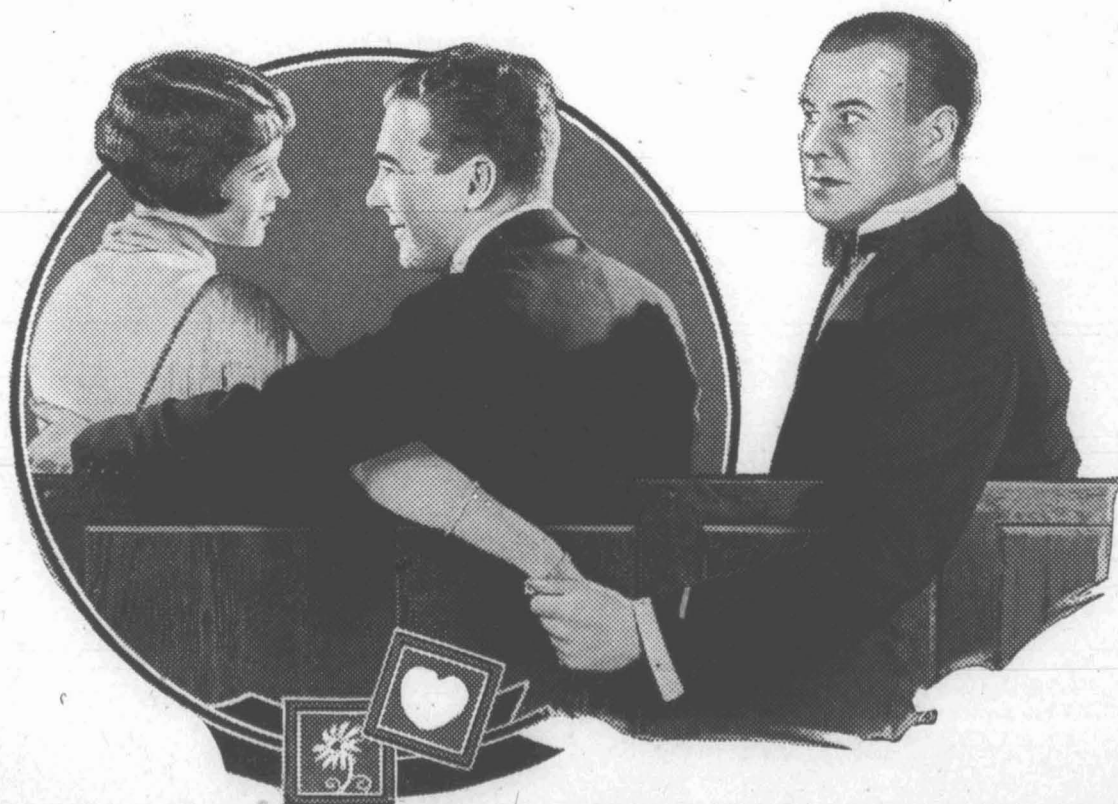


Two-column Supplementary Press Ad 2AS



TOM MOORE AND ESTHER RALSTON IN THE PARAMOUNT PICTURE "THE TROUBLE WITH WIVES"

Two-column Production Mat 2P



FLORENCE VIDOR, TOM MOORE AND FORD STERLING IN A SCENE FROM THE PARAMOUNT PICTURE "THE TROUBLE WITH WIVES"

Three-column Production Mat 3P

Catchy Ad Catchlines

Is The Trouble With Wives
—they spend too much?
—they flirt too much?
—they wear too little?

An honest and exciting comedy analysis of wedded bliss today.

Ladies! When another woman tries to vamp your husband, do you get sore or flattered? See "The Trouble With Wives."

A tale of life in the great jokin' spaces where men are husbands.

If every married couple could see "The Trouble With Wives," there wouldn't be a single divorce in 1925.

The tale of a man, his wife, a beautiful blonde and a bevy of bathing beauties.

A miracle of brevity—The Trouble With Wives told completely in six reels!

How do they get that way?
When they promise to love and obey.
See "The Trouble With Wives".

Come and bring your husband—and a referee.

The picture that makes matrimony a pleasure.

If you think marriage is no joke see "The Trouble With Wives."

Come and bring the kidding.

"Showman's"

Showman, meet the "Showman's Manual Bulletins!"

Two big gold mines of exploitation.
Greater Forty.

Two more big reasons why Paramount is the greatest.

The "Showman's Manual" is the advance synopsis, cast, highlights on each of the Greater Forty.

The "Showman's Manual Bulletins" are as far in advance of release as the pictures they concentrate on three or four pictures in every valuable box-office idea to be made in a minute of going to press.

Copies may be secured, free of charge, from the Paramount exchange or from the territory.

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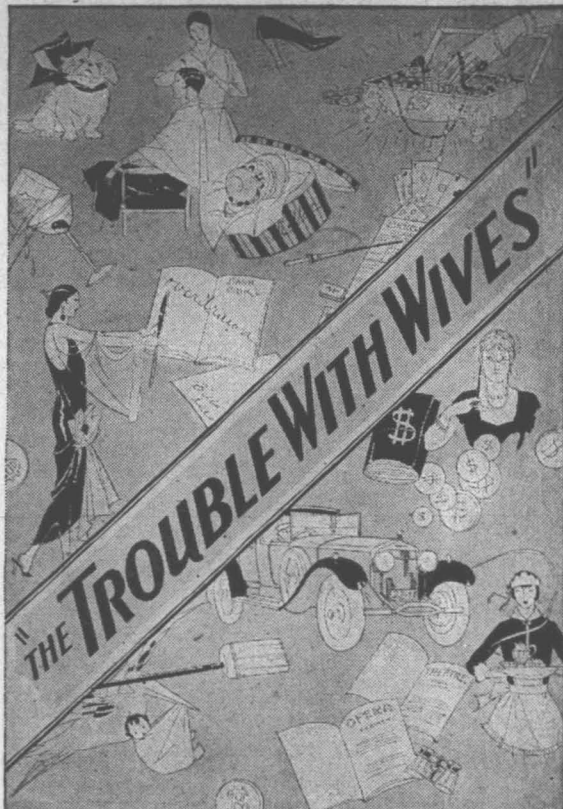


with
**FLORENCE VIDOR
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Back page left blank for theatre name, dates, etc.

"Showman's Manual"

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"THE TROUBLE WITH WIVES"

with
**FLORENCE VIDOR
TOM MOORE
ESTHER RALSTON
FORD STERLING**

PRESENTED BY
ADOLPH ZUKOR AND JESSE L. LASKY

A Paramount Picture



WHAT is the Trouble with Wives—that's what the world and his wife would like to know.

Well, this is the story of a bride who found out.

And you'll find out how funny a matrifunnial comedy can really be!

By Sada Cowan and Howard Higgin—Directed by Malcolm St. Clair

Two-column Supplementary Press Ad 2ASX



PUBLICITY STORIES TO PUT

JUST WHAT IS "THE TROUBLE WITH WIVES?"

Paramount Comedy of Matrimony by That Name Solves Perplexing Problem

(Synopsis Story)

DOES every man have trouble with his wife? Or is this just an exaggerated condition of affairs pictured by newspaper columnists and cartoonists? Is there such a thing as an ideal marriage, and, if so, what are its essentials?

These are some of the questions dealt with in the Paramount picture, "The Trouble With Wives," which will be shown next.....at theTheatre. The story is a screen original by Sada Cowan and Howard Higgin. Malcolm St. Clair, who turned out a real picture in "Are Parents People?" directed. Featured in the leading roles are Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling.

Miss Vidor, as Grace Hyatt, is a perfectly loving and lovable wife and desires nothing more than to be alone with her husband, a wealthy shoe store proprietor. But always there is someone popping in on them. When the picture opens this third party happens to be Ford Sterling, cast as Al Hennesy, an old college chum of Moore. He gets to talking about old times and almost ruins the Hyatt's happy home life right then and there by telling what a cut-up the husband used to be. And all manner of signifying by Moore cannot shut him up. It's a great scene, all done in pantomime—by that we mean not a sub-title to describe the action—but you can't tell every word the blundering Al is saying. It's a scream!

Spills the Beans

Miss Ralston is cast as Dagmar, a Parisian designer of shoes. After dinner, Al inadvertently drops a word about being at Dagmar's apartment and Grace's jealousy is once more aroused. She flares at her husband telling him that she supposes he was so interested in the Parisian designer that he forgot to call for his own wife's watch. Bill reassures her that nothing of the sort occurred—he has the watch in his brief case and then, sad thought, he remembers he has left his case at Dagmar's. He excuses himself, tells his wife he will run down to the office where he has left his case and be back in half an hour. Grace is left alone with Al.

In Dagmar's apartment, all is strictly business. Dagmar and Bill go over designs for new shoe models and Bill takes his case. There is nothing sentimental about their actions at all.

Separated

Bill returns home and he and Grace talk and argue till three in the morning. In despair at Grace's false accusations and mistrust of his fidelity he declares that he will go to a hotel for the rest of the night.

The next day Bill telephones and asks for Grace for the purpose of trying to square things. Grace's mother answers the telephone and he tells her he is going to the Elite Hotel at the beach and that if Grace wants him she can find him there.

The mother-in-law merely tells her daughter Bill has gone to the beach hotel and the daughter believes he is there with another woman.

Later we find the unhappy Bill at the Elite Beach Hotel, disappointed and still in love with Grace. He wanders down the beach amid a care-free, happy group of vacationers and spies Al under an umbrella with, he supposes, Grace. Al rises to meet him, bringing along his companion and we see that it is Dagmar! They are married—this beauty and this millionaire! Al excuses himself and leaves Bill to walk with Dagmar to the hotel.

Reconciliation

At home, Grace is being persuaded by her mother to obtain a divorce from Bill. Grace declares that she still loves Bill and that she knows he loves her—that she has unjustly suspected him of having an affair with Dagmar, whom she knows now was just a business associate. She decides to go to the Elite Hotel her-



IS married life the first year the hardest—or just the funniest? No trouble at all to laugh at this hilarious comedy of modern matrimania.

One-column Press Ad 1AX

"The Trouble With Wives" Brand New Marriage Comedy

A COMEDY of married life that scintillates with newness—a human story that treats the marital situation and its hectic sequences from a laugh angle.

That's what one finds in "The Trouble With Wives" at the..... Theatre. It's an original screen story by Sada Cowan and Howard Higgin. Malcolm St. Clair, who made "Are Parents People?" as his first Paramount picture, directed. Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling are featured.

Someone once said, whether aptly or not, that the real trouble with wives is that they spend too much, flirt too much, nag too much and wear too little—and the picture proves it—the nagging part, anyway.

A couple of eye-filling sequences include scenes in Moore's ultra-fashionable bootery, with twelve pretty models displaying the latest thing in footwear on shapely ankles, and episodes on the beach at Catalina Island with fifty of filmdom's neatest little mermaids.

There's a strong cast playing in support of the principals.

This Is a Record!

Esther Ralston's acting ability is not the result of an accident.

There was no coincidence about her entrance into dramatic work. She is twenty-two years old and has had twenty-one years of theatrical and motion picture experience. Ever since she was able to walk this blonde girl whose excellent work as the young mother in "Peter Pan" caused Paramount to put her under a permanent contract, has been acting.

As a child she was with her parents, "The Ralston Family," Metropolitan Entertainers, and also has played in Shakespearean and modern plays. She has played in motion pictures for several years although she achieved her first marked triumph in the Barrie classic.

Her newest screen role is that of Dagmar, French shoe designer, in "The Trouble With Wives," which Malcolm St. Clair directed for Para-

Specials

Self-Confidence Florence Vidor's Secret of Success

YOU must believe in yourself. You must not become discouraged.

You must know that if you are trying your best, success lies around the next corner, and that if it isn't there it will be found just beyond the next turn, or the next one.

That isn't a page from a copy book. It is a page from the life history of Florence Vidor, the sort of a young lady whom it is impossible to picture as battling her way, inch by inch, from one foothold to the next, from obscurity to fame. But that's just what she did and her experience makes her advice the more valuable.

When Miss Vidor announced that she planned going to Los Angeles to permit the motion picture industry to avail itself of her talented services, her family put its collective foot firmly on the parlor carpet, but she believed in herself and refused to be persuaded to give up the project. A few days after declaring herself she motored from Texas to California in her own automobile. Arriving in Los Angeles she permitted her presence and the object of it to be made known in motion picture circles. She felt certain the important producers must have heard of her arrival.

Landed With Vitagraph

Whether they did is problematical. At any rate no one was killed or even maimed in the rush to obtain her signature at the bottom of a long term starring contract. Finally she persuaded Vitagraph that she was worth placing on the payroll but although she drew a remarkably small salary she did not receive a day's work in eight months. That wasn't getting anyplace.

"Soon after that I had a chance to play a small part in 'The Tale of Two Cities.' It was small in size, but large in significance," says Miss Vidor, "I felt the importance of it, yet I was astonished when I saw how it stood out on the screen. Seeing myself in that part gave me the greatest thrill of my motion picture experience.

"After that I felt the thrill for the first time of having parts offered me instead of having to forever scramble in search of them. It was the turning point. I don't want to seem to be congratulating myself but there were a great many times when I started toward the railroad station at Fifth Street and Central Avenue, prepared to purchase a one way ticket to Houston. Once I stopped and turned back just as I reached the ticket seller's window. I did not want to give up to discouragement for I knew that if I succumbed then I would never succeed in anything the rest of my life. That was the greatest battle I ever fought and won."

In "Trouble With Wives"

"I have never enjoyed playing a screen part as much as I enjoyed the part of the wife in "The Trouble With Wives," she said. "It is the sort of part that gave me a chance to portray mental action, to develop subtle shades of character, to put over thoughts with a look, the right maneuvering of an eye-lash, the shrug of a shoulder or the manner of laying down a book or picking up a pen."

Malcolm St. Clair directed Miss Vidor in "The Trouble With Wives." The other featured players in this production opening on.....next at the..... are Tom Moore, Esther Ralston and Ford Sterling, while the supporting cast includes Etta Lee, Edward Kennedy, Lucy Beaumont and William Courtright. The picture comes to the..... on.....

Sada Cowan and Howard Higgin wrote the story.

"The Hat's the Thing," Says Movie Fashion Expert

"The hat's the thing," according to Howard Greer, noted creator of screen fashions. Greer recently returned to Hollywood from Paris

Comic Cue Contest in "The Trouble With Wives"

Better billiard games may have been played sometime and someplace but never did two opponents prepare more earnestly for a match than did Tom Moore and Ford Sterling when they were getting ready for their battle with the ivory balls in Paramount's "The Trouble With Wives."

Playing a friendly game of pool at home and playing the highly scientific game of billiards before the all searching and impersonal eye of a motion picture camera are different matters, Moore and Sterling discovered. Neither is a skilled cue artist and each practiced for two weeks for the game which is one of the most humorous scenes in the picture, coming to the.....on.....next.

Florence Vidor and Esther Ralston, who are also featured in "The Trouble With Wives", were enthusiastic spectators of the match. Director Malcolm St. Clair declared it a draw. No one was hurt.

Sada Cowan and Howard Higgin wrote the story directly for the screen. The supporting players include Etta Lee, Edward Kennedy, Lucy Beaumont and William Courtright.

Brides, Blon

with FLORENCE VIDOR TOM MOORE ESTHER RALSTON FORD STERLING



Two-column Press

Fifty Bathing Beauties in "Trouble With Wives"

The fifty most beautiful bathing girls in Hollywood were selected by the casting director at Paramount's west coast studio, to appear in "The Trouble With Wives," which opens on.....at the.....Theatre.

The girls were outfitted in all varieties of bathing suits, from the one piece variety to fancy ruffled affairs designed by Travis Banton and Howard Greer. Banton also created the eleven gowns worn by Florence

TO PUT THE PICTURE OVER



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Ford Sterling Featured in "The Trouble With Wives"

Ford Sterling has thrown his last custard pie.

This man, who became famous as a result of the accuracy with which he exchanged volleys of custard pies with Charlie Chaplin, Mack Swain, Louise Fazenda and the other comedy kings and queens a half dozen years ago, has entered serious screen dramatic work and intends to stay.

He is not going to give up the art of making people laugh but he plans to do it with humorous characterizations such as that of the well meaning but blundering friend of Tom Moore in "The Trouble With Wives," which Malcolm St. Clair directed for Paramount. Slapstick comedy has gone out of his life permanently.

Sterling, Moore, Florence Vidor and Esther Ralston are the featured players in "The Trouble With Wives," due at the.....on..... Supporting players in this screen play which was written by Sada Cowan and Howard Higgin include Edward Kennedy, Lucy Beaumont and William Courtwright.

Reviews

"The Trouble With Wives"

THE TROUBLE WITH WIVES" is out at last!

It's a Paramount picture which opened at the.....Theatre yesterday. Written directly for the screen by Sada Cowan and Howard Higgin and directed by Malcolm St. Clair, who made "Are Parents People?" "The Trouble With Wives" features Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling.

The particular wife in this story is Florence Vidor. She is a perfectly loving and amiable wife who desires nothing other than to be alone with her husband (Moore), owner of an exclusive shoe shop. But always and ever it seems that her plans just cannot be, for either her mother, whom she adores, or Al Hennessy, played by Ford Sterling, her husband's well-meaning college chum who has a penchant for doing the wrong thing at the wrong time, is forever popping up.

One night Al gets to talking about what a terror Moore used to be in the old days. Miss Vidor's faith in him is shaken just a bit and shattered completely the next day when she discovers he had lunch with Dagmar (Esther Ralston), a pretty little Parisian designer.

A few more little false moves on hubby's part and the wife decides to divorce him, but happily before the papers are drawn up Sterling proves though he may be a blunderer at times at other times he is a fast worker. He brings the designer to the fast crumbling house of Hyatt and introduces her to Miss Vidor as his wife.

That means one divorce lawyer is cheated out of a mighty good fee. And they live happily ever after—so we are led to believe at any rate.

There's absolutely nothing the trouble with "The Trouble With Wives." It's there seven different ways.

Lucy Beaumont, as Miss Vidor's mother, a divorcee; Edward Kennedy, Etta Lee and William Courtwright complete the cast.

"The Trouble With Wives" True-to-Life Paramount Film

There's a sure cure for the trouble with wives and husbands, too, at the.....Theatre this week in the Paramount picture, "The Trouble With Wives," featuring Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling.

The story, written especially for the screen by Sada Cowan and Howard Higgin, is a comedy of newly married life. As the wife, Grace Hyatt, Florence Vidor wants only to be alone with her husband, to sit before the fire with him and memorize the days of their courtship.

But someone's always taking the joy out of life and in this instance it's, not strange to relate, the mother-in-law and one of Hyatt's old college chums, Al Hennessy (Sterling).

Hennessy gets Moore into hot water by picturing him to his wife as a holy terror in the old days. Just when Hyatt has almost squared herself, along comes Dagmar (Miss Ralston), a shoe designer, from Paris, persuades him to come to her apartment for the purpose of interesting him in some newly created slipper models. He goes, but much to her disappointment he takes Al along with him.

Here a new phase of the triangle gets off to a flying start when Hennessy falls for the girl who is in turn very strong for Bill Hyatt. After dinner that night Hennessy blunders along with no damage until he inadvertently mentions that they both had been to the designer's apartment.

That is the end!—Moore's, also, to all appearances. And it is not until the closing scenes of the picture, which takes place at Catalina Island and, incidentally, feature fifty or more of the most beautiful bathing girls you've ever seen in pictures, that Al straightens things out for all concerned by introducing Miss Ralston to Mrs. Hyatt as his wife.

POPULAR PLAYERS IN "TROUBLE WITH WIVES"

Florence Vidor, Tom Moore,
Esther Ralston and Ford
Sterling Featured

FLORENCE VIDOR, Tom Moore, Esther Ralston and Ford Sterling, of comedy fame, are featured in the principal roles of the Paramount comedy, "The Trouble With Wives," which will be the feature at the.....Theatre on.....next. Malcolm St. Clair, who made "Are Parents People?" directed the production, an original screen story by Sada Cowan and Howard Higgin.

Miss Vidor, who had trouble with her husband (Menjou) in "Are Parents People?" and "Marry Me!" is at it again in this one. But she wins him back. She'll win you over, too. Miss Vidor is specializing in gorgeous gowns these days. She wears some real novel creations in "The Trouble With Wives."

Tom Moore, as the henpecked husband, is exceptionally well cast.

Miss Ralston, the golden-haired beauty who took a mighty leap up the ladder of fame as the mother in "Peter Pan", has been going up ever since—in "Beggar on Horseback," "The Little French Girl" and "The Lucky Devil" and now "The Trouble With Wives" finds her more charming than ever.

They kept Ford Sterling on the receiving end of custard pies for years when all the while they were hiding one of the best light comedians on the screen. That's the way you'll find him in this production.

Other prominent names in the supporting cast include Edward Kennedy, Lucy Beaumont, Etta Lee and William Courtwright.

Sada Cowan and Howard Higgin evolved the story and wrote a whale of a screen play from it. That's why in "The Trouble With Wives" you have something that is really new in marriage comedies.

Imagine What a Jam You'd Let Yourself In For If—

—you came home from business with an old college chum. While eating dinner with the little woman, he mentions in a casual tone that you and he had lunched with a pretty little shoe designer. Wifey picks up the cue and launches into a tirade on the trouble with husbands.

She accuses you of so much interest in the other woman that you forgot to bring home her watch from the jeweler. Vehemently you deny it, saying it's at the shop. Then you go to get it, only to discover that you've left it at the other girl's apartment. After it you go, to have the infatuated girl fake a sprained ankle and swoon in your arms.

The effects of your little jaunt show all too plainly—two lip prints on your collar, perfume that insists on clinging, etc. That settles it—and you, as well.

Imagine all this and you have a pretty good idea of how Tom Moore must feel when his wife discovers him in just such a predicament in the Paramount picture, "The Trouble With Wives", opening a run of.... days at the.....on.....next.

The story is a screen original by Sada Cowan and Howard Higgin, directed by Malcolm St. Clair. Florence Vidor is the wife; Esther Ralston is the shoe designer and Ford Sterling, of comedy fame, is the blundering college chum. All are featured.

Other prominent names in the cast are Lucy Beaumont, Edward Kennedy, Etta Lee and William Courtwright.

Says Tom Moore—

"It isn't blarney; it's just the nice way the Irish have of telling the truth."

Tom Moore, of County Meath, Ireland, who is one of the screen's most popular leading men, says the Celts have been maligned.

"The dictionary says blarney means humbug with flattery. It isn't

Brides, Blondes and — ?



THE Trouble With Wives is — what? Too wild? Too jealous? Too stubborn? Too tickle? What's the answer?

One thing's sure! The Trouble With Wives is very human, very lavish and very, very funny.

"THE TROUBLE WITH WIVES"

Two-column Press Advertisement 2A

Fifty Bathing Beauties in "Trouble With Wives"

The fifty most beautiful bathing girls in Hollywood were selected by the casting director at Paramount's west coast studio, to appear in "The Trouble With Wives," which opens on.....at the.....Theatre.

The girls were outfitted in all varieties of bathing suits, from the one piece variety to fancy ruffled affairs designed by Travis Banton and Howard Greer. Banton also created the swimwear worn by Florence

ANOTHER BIG TIE-UP

HERE'S another big national tie-up for Paramount exhibitors on "The Trouble With Wives."

The concern — The Proper Silk Hosiery Mills, 276 Fifth Avenue, New York City, manufacturer of PROPER SILK BLUE-EDGE CHIFFON HOSIERY. Advertising manager A. W. Hollander.

Dealers — 2000. The Paramount

cast as Al Hennessey, an old college chum of Moore. He gets to talking about old times and almost ruins the Hyatt's happy home life right then and there by telling what a cut-up the husband used to be. And all manner of signalling by Moore cannot shut him up. It's a great scene, all done in pantomime—by that we mean not a sub-title to describe the action—but you can't tell every word the blundering Al is saying. It's a scream!

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In Dagmar's apartment, all is strictly business. Dagmar and Bill go over designs for new shoe models and Bill takes his case. There is nothing sentimental about their actions at all.

Separated

Bill returns home and he and Grace talk and argue till three in the morning. In despair at Grace's false accusations and mistrust of his fidelity he declares that he will go to a hotel for the rest of the night.

The next day Bill telephones and asks for Grace for the purpose of trying to square things. Grace's mother answers the telephone and he tells her he is going to the Elite Hotel at the beach and that if Grace wants him she can find him there.

The mother-in-law merely tells her daughter Bill has gone to the beach hotel and the daughter believes he is there with another woman.

Later we find the unhappy Bill at the Elite Beach Hotel, disappointed and still in love with Grace. He wanders down the beach amid a care-free, happy group of vacationers and spies Al under an umbrella with, he supposes, Grace. Al rises to meet him, bringing along his companion and we see that it is Dagmar! They are married—this beauty and this millionaire! Al excuses himself and leaves Bill to walk with Dagmar to the hotel.

Reconciliation

At home, Grace is being persuaded by her mother to obtain a divorce from Bill. Grace declares that she still loves Bill and that she knows he loves her—that she has unjustly suspected him of having an affair with Dagmar, whom she knows now was just a business associate. She decides to go to the Elite Hotel herself.

At the hotel she finds Bill and Dagmar together and is crushed until Al arrives and clears the whole situation by introducing Dagmar as his wife. We leave Bill and Grace going up in the elevator to Bill's room—happily reunited—and about to have a dinner hour alone at last!

Introducing the "Shoe Maniac"

He is Tom Moore.

The fault is not his own but jointly that of Sada Cowan, Howard Higgin and Malcolm St. Clair, the co-authors and director, respectively, of "The Trouble With Wives," a Paramount production in which Moore appears opposite Florence Vidor.

As the proprietor of a smart bootery, Tom Moore is shown as a man who thinks even more of shoes than of his wife. He talks, thinks, dreams, sells, buys, designs and does everything but eat shoes.

"I almost became a shoe maniac in reality before the picture was completed," says Moore. "It was a lot of fun but I don't want to see the inside of a shoe store again for a long time."

Esther Ralston and Ford Sterling are featured with Miss Vidor and Moore in "The Trouble With Wives," which offers one solution of the popular problem at the.....this week. Supporting players include Etta Lee, Edward Kennedy, Lucy Beaumont and William Courtright.

year the hardest—or just the funniest? No trouble at all to laugh at this hilarious comedy of modern matrimania.

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"The Trouble With Wives" Brand New Marriage Comedy

A COMEDY of married life that scintillates with newness—a human story that treats the marital situation and its hectic sequences from a laugh angle.

That's what one finds in "The Trouble With Wives" at the..... Theatre. It's an original screen story by Sada Cowan and Howard Higgin. Malcolm St. Clair, who made "Are Parents People?" as his first Paramount picture, directed. Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling are featured.

Someone once said, whether aptly or not, that the real trouble with wives is that they spend too much, flirt too much, nag too much and wear too little—and the picture proves it the nagging part, anyway.

A couple of eye-filling sequences include scenes in Moore's ultra-fashionable bootery, with twelve pretty models displaying the latest thing in footwear on shapely ankles, and episodes on the beach at Catalina Island with fifty of filmdom's neatest little mermaids.

There's a strong cast playing in support of the principals.

This Is a Record!

Esther Ralston's acting ability is not the result of an accident.

There was no coincidence about her entrance into dramatic work. She is twenty-two years old and has had twenty-one years of theatrical and motion picture experience. Ever since she was able to walk this blonde girl whose excellent work as the young mother in "Peter Pan" caused Paramount to put her under a permanent contract, has been acting.

As a child she was with her parents, "The Ralston Family, Metropolitan Entertainers," and also has played in Shakespearean and modern plays. She has played in motion pictures for several years although she achieved her first marked triumph in the Barrie classic.

Her newest screen role is that of Dagmar, French shoe designer, in "The Trouble With Wives," which Malcolm St. Clair directed for Paramount with Florence Vidor, Tom Moore, Ford Sterling and herself in the featured roles. Supporting players are Etta Lee, Edward Kennedy, Lucy Beaumont and William Courtright.

Sada Cowan and Howard Higgin wrote the story directly for the screen. The picture heads the bill at the..... Theatre next.....

Sterling's Sliding Socks

Ask a man to list the most embarrassing things that might happen to him. Nine times out of ten, he'll include "having a garter fall down." Little things like a falling sock have a way of annoying the stronger sex.

Ford Sterling, Tom Moore's bachelor chum in "The Trouble With Wives" at the..... Theatre, on being presented to Tom's wife, Florence Vidor, sits down and immediately feels his garter slipping. At Esther Ralston's apartment, he falls in love with her, but as he realizes what is happening to his heart, he also has an intuition that the little piece of rubber around his leg is falling—but not for Esther.

These are two big laugh scenes.

Malcolm St. Clair directed this rollicking riot of married life. Sada Cowan and Howard Higgin wrote the screen play. Of course, it's a Paramount Picture.

Los Angeles she permitted her presence and the object of it to be made known in motion picture circles. She felt certain the important producers must have heard of her arrival.

Landed With Vitagraph

Whether they did is problematical. At any rate no one was killed or even maimed in the rush to obtain her signature at the bottom of a long term starring contract. Finally she persuaded Vitagraph that she was worth placing on the payroll but although she drew a remarkably small salary she did not receive a day's work in eight months. That wasn't getting anyplace.

"Soon after that I had a chance to play a small part in 'The Tale of Two Cities.' It was small in size, but large in significance," says Miss Vidor, "I felt the importance of it, yet I was astonished when I saw how it stood out on the screen. Seeing myself in that part gave me the greatest thrill of my motion picture experience."

"After that I felt the thrill for the first time of having parts offered me instead of having to forever scramble in search of them. It was the turning point.—I don't want to seem to be congratulating myself but there were a great many times when I started toward the railroad station at Fifth Street and Central Avenue, prepared to purchase a one way ticket to Houston. Once I stopped and turned back just as I reached the ticket seller's window. I did not want to give up to discouragement for I knew that if I succumbed then I would never succeed in anything the rest of my life. That was the greatest battle I ever fought and won."

In "Trouble With Wives"

"I have never enjoyed playing a screen part as much as I enjoyed the part of the wife in 'The Trouble With Wives,' she said. "It is the sort of part that gave me a chance to portray mental action, to develop subtle shades of character, to put over thoughts with a look, the right maneuvering of an eye-lash, the shrug of a shoulder or the manner of laying down a book or picking up a pen."

Malcolm St. Clair directed Miss Vidor in "The Trouble With Wives." The other featured players in this production opening on.....next at the..... are Tom Moore, Esther Ralston and Ford Sterling, while the supporting cast includes Etta Lee, Edward Kennedy, Lucy Beaumont and William Courtright. The picture comes to the..... on.....

Sada Cowan and Howard Higgin wrote the story.

"The Hat's the Thing," Says Movie Fashion Expert

"The hat's the thing," according to Howard Greer, noted creator of screen fashions. Greer recently returned to Hollywood from Paris, where he was sent by Paramount to study new styles.

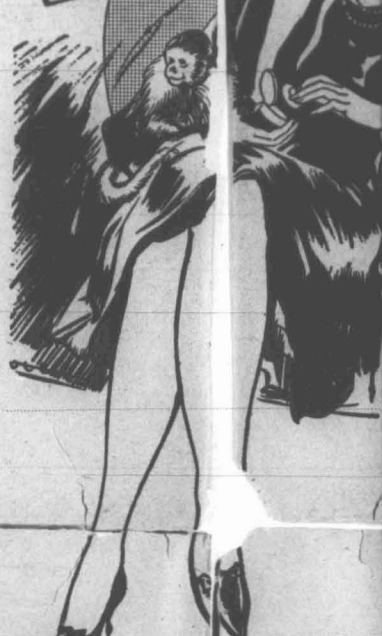
"In Paris the emphasis is placed strongly on the hat," Greer says. "New and unusual effects which are not freakish are sought more than ever before. Hats with a touch of the amusing or unusual are the thing. All hats are very small, with the crowns higher than they have been before. Cross aigrettes are a popular note. They are very expensive, and therefore much in demand in Paris."

"In gowns the fashionable colors are tobacco brown, beige, and a new French blue. French women are going in with a rush for boyish styles. They are now cutting their hair like the men, sometimes with a mere suggestion of a wave across the head. But, even with boyish styles, the French woman never forgets those indefinable touches which reveal the feminine."

Greer designed all the gorgeous gowns worn by Florence Vidor and Esther Ralston in the Paramount picture, "The Trouble With Wives," which comes to the..... Theatre on..... Tom Moore and Ford Sterling complete the quartette of popular players featured in the leading roles of the production, an original screen story by Sada Cowan and Howard Higgin. Malcolm St. Clair, who made "Are Parents People?" directed.

Brides, Blon

with
FLORENCE VIDOR
TOM MOORE
ESTHER RALSTON
FORD STERLING



"THE TROUBLE WITH WIVES"

Two-column Press Ad

Fifty Bathing Beauties in "Trouble With Wives"

The fifty most beautiful bathing girls in Hollywood were selected by the casting director at Paramount's west coast studio, to appear in "The Trouble With Wives," which opens on.....at the..... Theatre.

The girls were outfitted in all varieties of bathing suits, from the one piece variety to fancy ruffled affairs designed by Travis Banton and Howard Greer. Banton also created the eleven gowns worn by Florence Vidor in this picture, while Greer created the nine costumes worn by Esther Ralston.

The bathing girls represent all varieties of feminine beauty, from statuesque blondes to diminutive brunettes.

"The Trouble With Wives" was directed for Paramount by Malcolm St. Clair from the original story by Sada Cowan and Howard Higgin. In addition to Miss Vidor and Miss Ralston the featured players include Tom Moore and Ford Sterling.

Shoes, Shoes, More Shoes

Shoes, shoes, shoes, everywhere—shoes.

Property men juggled shoes of every kind and style for two weeks during the filming of the smart bootery shop sequence in "The Trouble With Wives," which Malcolm St. Clair made for Paramount with Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling playing the featured roles.

Inasmuch as most of the shoes displayed represented the latest importations from abroad as well as the finest in footwear produced in this country, the stock of the store was a dazzling one. Real live shoe clerks play similar roles in this picture for it is the belief of Mr. St. Clair that shoe clerks, bank tellers, boxers and bookkeepers cannot be imitated by motion picture players.

One of the store's features is a parade of models who were selected from the trimmest and calved members of Hollywood and screen ranks.

Other players in "The Trouble With Wives" which comes to the.....on..... include Etta Lee, Edward Kennedy, Lucy Beaumont and William Courtright.

What is The Trouble With Wives?

Teaser Type Ad

Brides, Blondes and — ?



A Paramount Picture
PRESENTED BY
ADOLPH ZUKOR
JESSE L. LASKY

THE Trouble With Wives is — what? Too wild? Too jealous? Too stubborn? Too hickler? What's the answer? One thing's sure! The Trouble With Wives is very human, very lavish and very, very funny.

"THE TROUBLE WITH WIVES"

Two-column Press Advertisement 2A

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ANOTHER BIG TIE-UP

HERE'S another big national tie-up for Paramount exhibitors on "The Trouble With Wives."

The concern — The Proper Silk Hosiery Mills, 276 Fifth Avenue, New York City, manufacturer of PROPER SILK BLUE-EDGE CHIFFON HOSIERY. Advertising manager A. W. Hollander.

Dealers — 2000. The Paramount exploiteer in the nearest Paramount exchange has a list of the dealers in your territory.

Contest prizes—The manufacturers will give as one of the prizes for any contest conducted for the mutual benefit of dealer and exhibitor one box containing three pair of their No. 306 chiffon hose. These will be sent to dealer on Mr. Hollander's receipt from them of any printed material evidence of contest.

Window cards—Tie-ups, same as the window card Paramount has gotten out on "The Trouble With Wives". All dealers are supplied with them. Exploiteers can also furnish you with same. Card shows production still and carries the copy—

"THE TROUBLE WITH WIVES"
There isn't any if they wear
PROPER SILK BLUE-EDGE
CHIFFON HOSIERY
(picture here)

Scene from the Paramount picture "The Trouble With Wives" featuring Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling.

Newspaper ad mats—2-col. ad mats sent to exploiteers and hosiery dealers, bearing copy like the window card.

Letters to dealers—Every dealer has received a letter from the Proper Silk Hosiery Co., concerning the tie-up with a herald on the picture enclosed, bearing suggested tie-up copy.

Trade advertising—Manufacturer's ad and publicity in hosiery trade paper. Exploiteers will show you proofs.

There's everything in a nut shell. Put this one over right and watch the result at the box office window. (See box top of next page)

A few more little false moves on hubby's part and the wife decides to divorce him, but happily before the papers are drawn up Sterling proves though he may be a blunderer at times at other times he is a fast-worker. He brings the designer to the fast crumbling house of Hyatt and introduces her to Miss Vidor as his wife.

That means one divorce lawyer is cheated out of a mighty good fee. And they live happily ever after—so we are led to believe at any rate.

There's absolutely nothing the trouble with "The Trouble With Wives." It's there seven different ways.

Lucy Beaumont, as Miss Vidor's mother, a divorcee; Edward Kennedy, Etta Lee and William Courtwright complete the cast.

"The Trouble With Wives" True-to-Life Paramount Film

There's a sure cure for the trouble with wives and husbands, too, at the.....Theatre this week in the Paramount picture, "The Trouble With Wives," featuring Florence Vidor, Tom Moore, Esther Ralston and Ford Sterling.

The story, written especially for the screen by Sada Cowan and Howard Higgin, is a comedy of newly married life. As the wife, Grace Hyatt, Florence Vidor wants only to be alone with her husband, to sit before the fire with him and memorize the days of their courtship.

But someone's always taking the joy out of life and in this instance it's, not strange to relate, the mother-in-law and one of Hyatt's old college chums, Al Hennessy (Sterling).

Hennessy gets Moore into hot water by picturing him to his wife as a holy terror in the old days. Just when Hyatt has almost squared herself, along comes Dagmar (Miss Ralston), a shoe designer, from Paris, persuades him to come to her apartment for the purpose of interesting him in some newly created slipper models. He goes, but much to her disappointment he takes Al along with him.

Here a new phase of the triangle gets off to a flying start when Hennessy falls for the girl who is in turn very strong for Bill Hyatt. After dinner that night Hennessy blunders along with no damage until he inadvertently mentions that they both had been to the designer's apartment.

That is the end!—Moore's, also, to all appearances. And it is not until the closing scenes of the picture, which takes place at Catalina Island and, incidentally, feature fifty or more of the most beautiful bathing girls you've ever seen in pictures, that Al straightens things out for all concerned by introducing Miss Ralston to Mrs. Hyatt as his wife.



"THE TROUBLE WITH WIVES"

HUSBAND vs. WIFE in a comical clash for the Championship of the Home. Six rollicking rounds. Come and cheer the winner!

One-column Press Ad 1A

They kept Ford Sterling on the receiving end of custard pies for years when all the while they were hiding one of the best light comedians on the screen. That's the way you'll find him in this production.

Other prominent names in the supporting cast include Edward Kennedy, Lucy Beaumont, Etta Lee and William Courtwright.

Sada Cowan and Howard Higgin evolved the story and wrote a whale of a screen play from it. That's why in "The Trouble With Wives" you have something that is really new in marriage comedies.

Imagine What a Jam You'd Let Yourself In For If—

—you came home from business with an old college chum. While eating dinner with the little woman, he mentions in a casual tone that you and he had lunched with a pretty little shoe designer. Wifey picks up the cue and launches into a tirade on the trouble with husbands.

She accuses you of so much interest in the other woman that you forgot to bring home her watch from the jeweler. Vehemently you deny it, saying it's at the shop. Then you go to get it, only to discover that you've left it at the other girl's apartment. After it you go, to have the infatuated girl fake a sprained ankle and swoon in your arms.

The effects of your little jaunt show all too plainly—two lip prints on your collar, perfume that insists on clinging, etc. That settles it—and you, as well.

Imagine all this and you have a pretty good idea of how Tom Moore must feel when his wife discovers him in just such a predicament in the Paramount picture, "The Trouble With Wives", opening a run of.....days at the.....on.....next.

The story is a screen original by Sada Cowan and Howard Higgin, directed by Malcolm St. Clair. Florence Vidor is the wife; Esther Ralston is the shoe designer and Ford Sterling, of comedy fame, is the blundering college chum. All are featured.

Other prominent names in the cast are Lucy Beaumont, Edward Kennedy, Etta Lee and William Courtwright.

Says Tom Moore—

"It isn't blarney; it's just the nice way the Irish have of telling the truth."

Tom Moore, of County Meath, Ireland, who is one of the screen's most popular leading men, says the Celts have been maligned.

"The dictionary says blarney means humbug with flattery. It isn't so. A real Irishman just can't help being polite and when he tells the truth he just puts it in a nice way. If an Irishman's wife prepares a fine meal for him he tells her what a wonderful colleen she is. When some other man's wife makes extra efforts to place on the table his favorite dishes, although he is just as kind hearted and appreciative, he probably won't say anything and when his better half asks him if the meal is all right, he'll say, 'You see me eating it, don't you?'"

Tom Moore's infectious Celtic grin fits well into the character he plays in Paramount's comedy "The Trouble With Wives," that of a sometimes thoughtless young husband. His wife in the picture is Florence Vidor while the other featured players are Esther Ralston and Ford Sterling. Malcolm St. Clair directed the picture, which will be shown at the.....on.....next.

Sada Cowan and Howard Higgin wrote the story especially for the screen.

TRAILER

You can get an excellent Service Trailer on "The Trouble With Wives".

Order direct from National Screen Service, Inc. See Price List, Page 4, for list of branch offices.



“The Trouble With Wives” PARAMOUNT PAPER THAT

“If It’s Worth Running, It’s Worth

Here’s a Real Tie-up for You!

A SPECIAL showing of “The Trouble With Wives” was held for the managers and agents of twenty-five of the nation’s leading manufacturers of women’s footwear. Result: Every last one of them are arranging tie-ups for their dealers and Paramount exhibitors.

“The Trouble With Wives” is a shoe exposition from start to finish—the greatest advertisement for the better grades of women’s shoes ever filmed.

Here is a great opportunity for increased sales for local shoe merchants and some real seat-selling publicity for yourself. Get in touch with the Paramount exploiteer in your town and put this thing over right. He has tie-up stills, etc.

Shoe and hosiery fashion shows!—in the stores and at the theatres; window displays, tie-up pages, shoe designing contests; shoe float balyhoos, etc., etc. Don’t forget the contests for the most shapely limbs, clad in So-and-So’s shoes and hosiery—the girls parading before the footlights and in back of the stage curtain, which is drawn up to just above their knees. Models in shoe and department store windows, etc.—in fact your opportunities for cashing in on this shoe angle are almost limitless.

Hop onto this one!



THE TROUBLE
WITH WIVES

Window Card

Advertising Price List

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING—POSTERS

| | |
|------------------------------|-------|
| One Sheet (1A and 1B)..... | \$.15 |
| Three Sheet (3A and 3B)..... | .45 |
| Six Sheet (6A)..... | .75 |
| Twenty-four Sheet (24A)..... | 2.40 |
| 3' x 10' Banner..... | 2.00 |

PHOTOS FOR YOUR LOBBY

| | |
|-------------------------------------|-----|
| 22 x 28 (Colored)..... | .40 |
| 11 x 14 Set of Eight (Colored)..... | .60 |

FOR NEWSPAPER ADS—ADVERTISING CUTS

| | |
|---------------------------------|-----|
| One Column..... | .35 |
| Two Column..... | .65 |
| Supplementary (two column)..... | .25 |

MATS, ADVERTISING, PRODUCTION, ETC.

| | |
|-------------------------------|-----|
| One Column..... | .05 |
| Two Column..... | .10 |
| Two Column Supplementary..... | .10 |
| Three Column..... | .15 |
| Four Column (Adv. Only)..... | .25 |

FOR GENERAL EXPLOITATION

| | |
|--|------|
| GILT-EDGED FRAMES (Size 17 x 43 in.)..... | 1.50 |
| Insert Cards (14 x 36 in. to fit above)..... | .25 |
| 22 x 28 Gilt Frame..... | 1.30 |
| Combination Lobby Frames..... | 2.00 |
| Cardboard Frames for Stills..... | .15 |
| Herald, per thousand..... | 3.00 |
| Window Card..... | .07 |
| Announcement Slide..... | .15 |
| Publicity Photos..... | .10 |

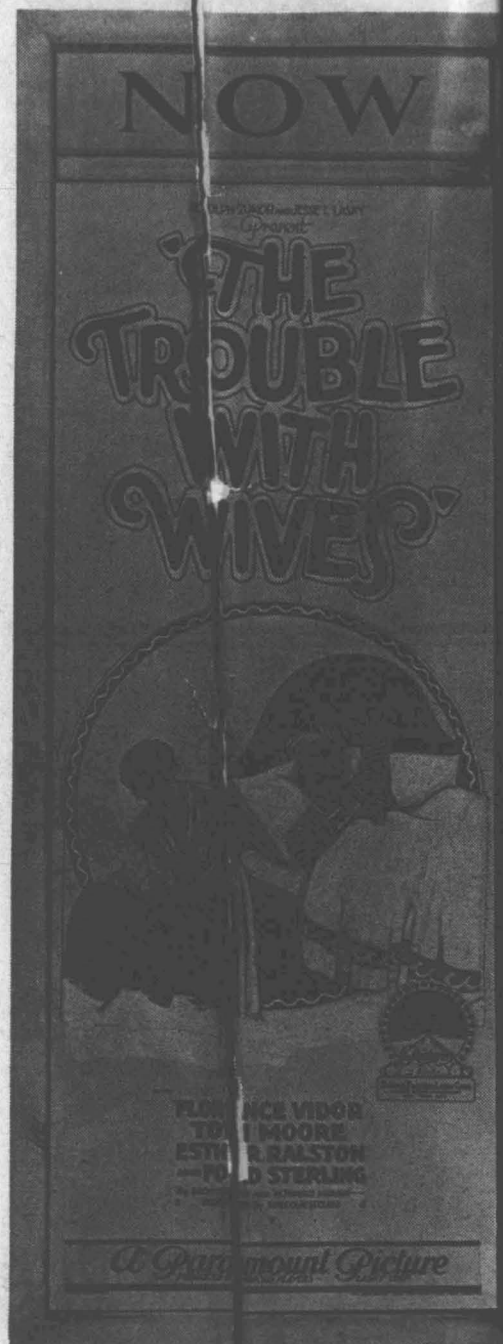
Trailers—National Screen Service

126 W. 46th St., New York City

845 So. Wabash Ave., Chicago, Ill.

917 So. Olive St., Los Angeles, Cal.

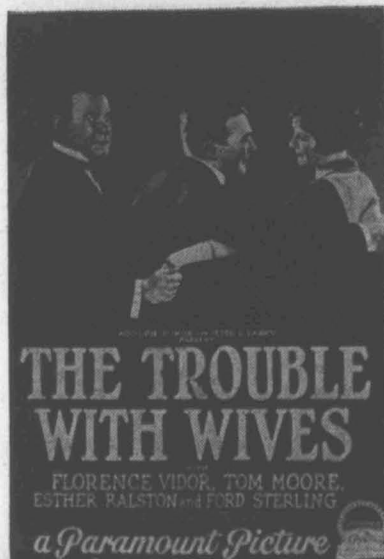
PRESS BOOKS AND MUSIC CUES ARE GRATIS.



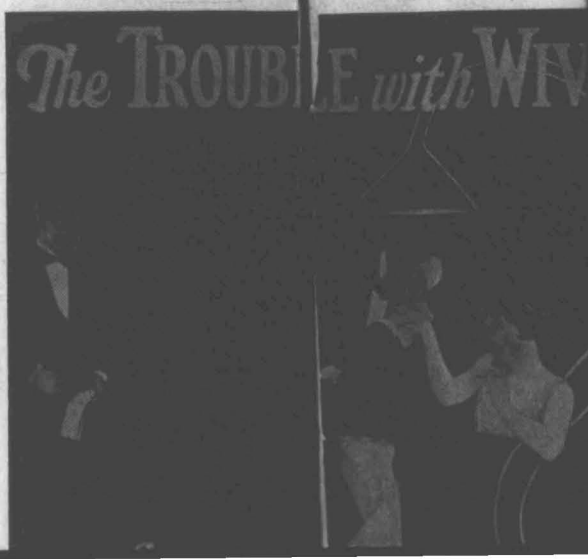
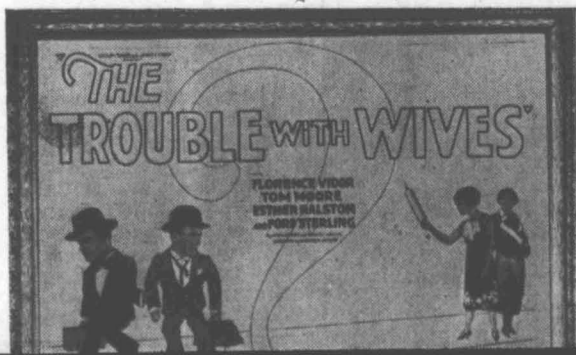
Colored Insert Card

NEW-STYLE FRAMES

Two new items have been added to Paramount Advertising material. One is a neat and classy cardboard frame to hold a single still. Suitable for the highest class windows and store displays. Price to exhibitors, 15c each. The other is a combination 22 x 28 lobby frame which accommodates either four 11 x 14's or a 22 x 28. It sells for \$2.00. The plain 22 x 28 frames, at \$1.50 each, are also available.

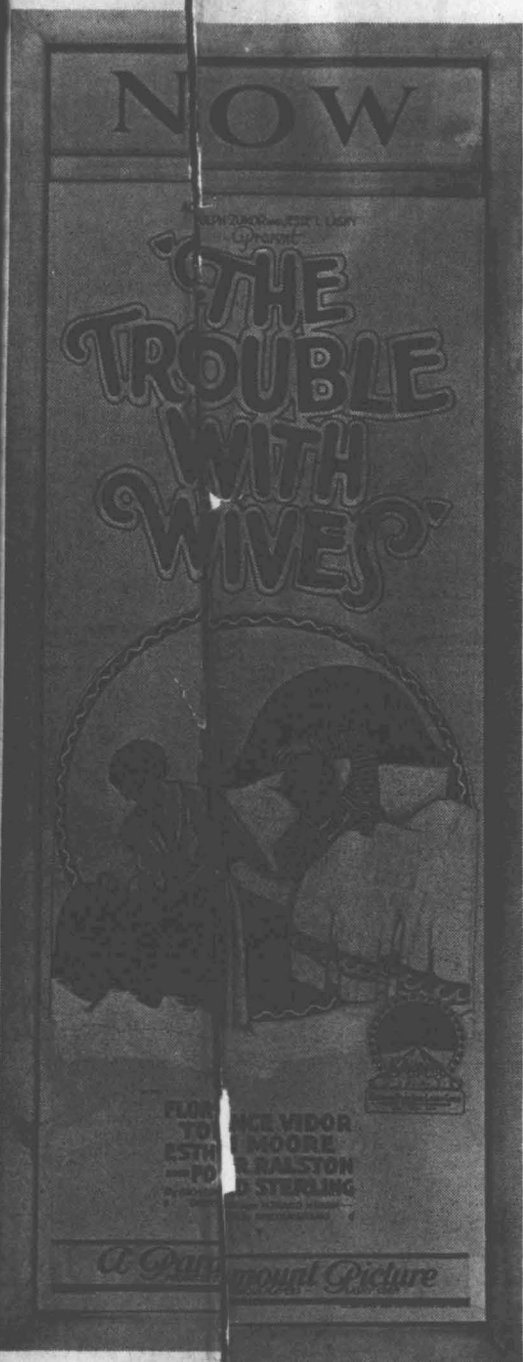


Don't keep the pictures you run
a secret. There's cash in the
flash of peppy Paramount paper!



"Trouble With Wives" A PICTURE THAT PACKS THE PUNCH

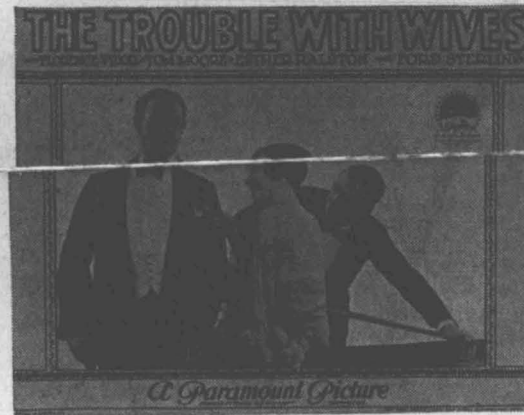
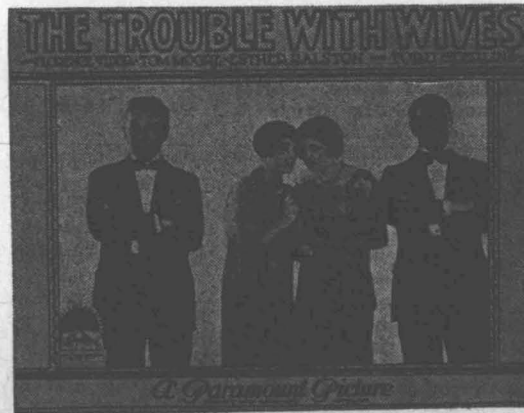
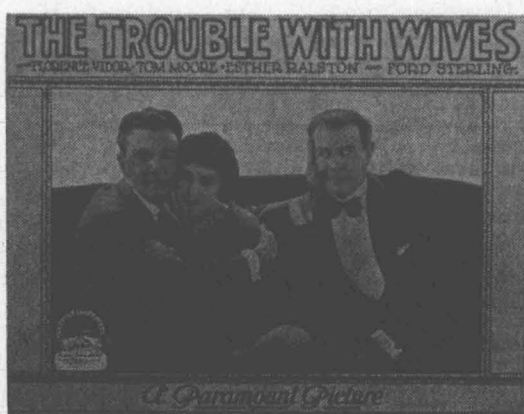
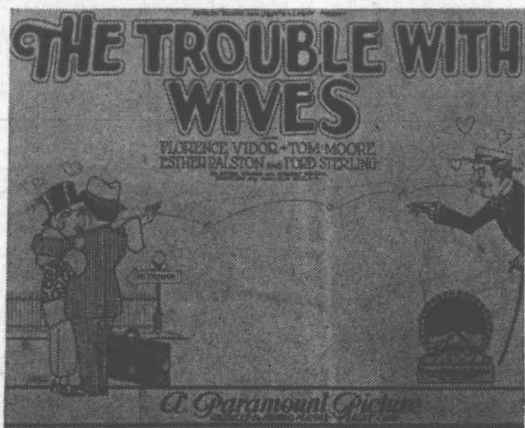
"With Running, It's Worth Advertising"



Colored Insert Card

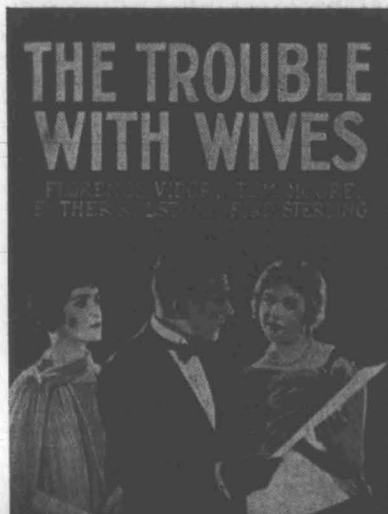
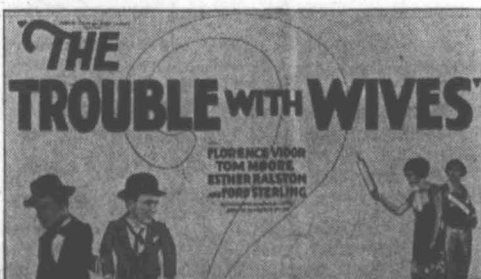
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EIGHT COLORED LOBBY CARDS (EACH 11" x 14")

Put the picture over the top by putting posters over the town. Here are real business-getters!



shoes and hosiery—the girls parading before the footlights and in back of the stage curtain, which is drawn up to just above their knees. Models in shoe and department store windows, etc.—in fact your opportunities for cashing in on this shoe angle are almost limitless.

Hop onto this one!

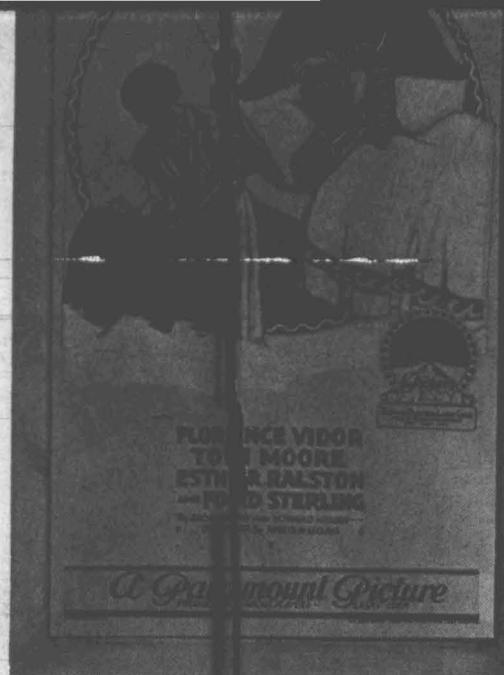


Window Card

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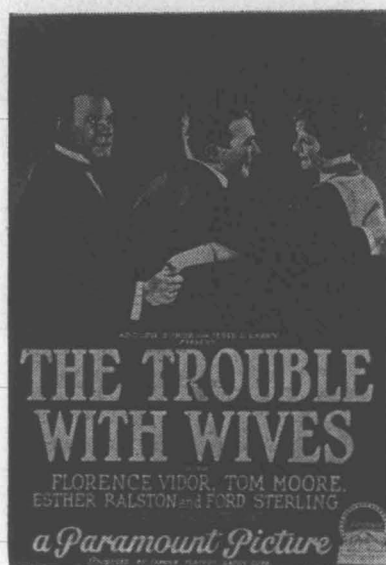
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| 917 So. Olive St., Los Angeles, Cal. | |
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Colored Insert Card

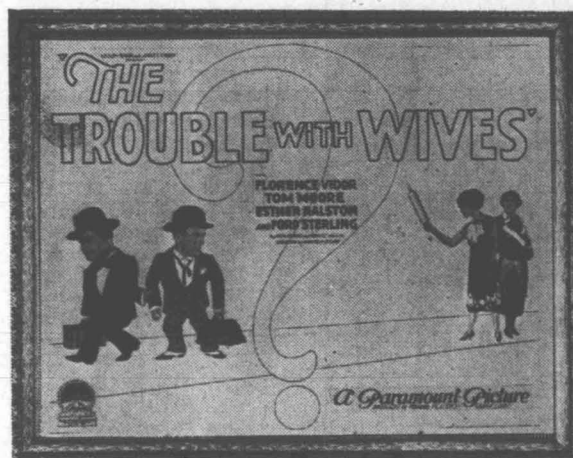
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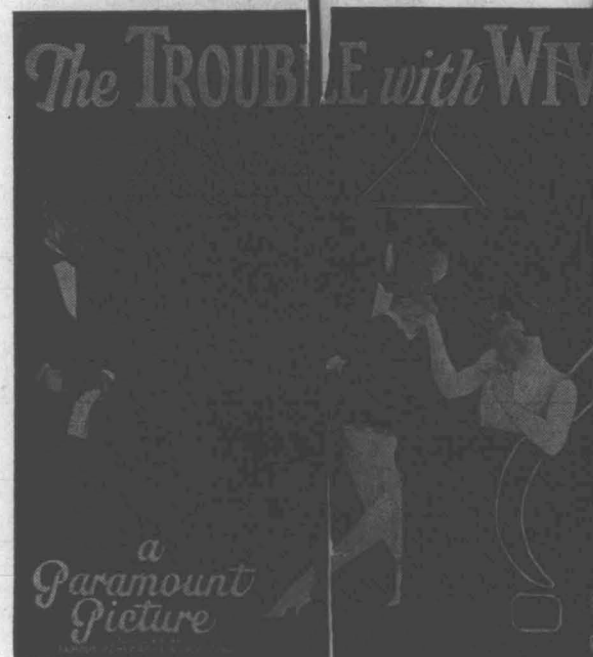


One Sheet Poster 1A

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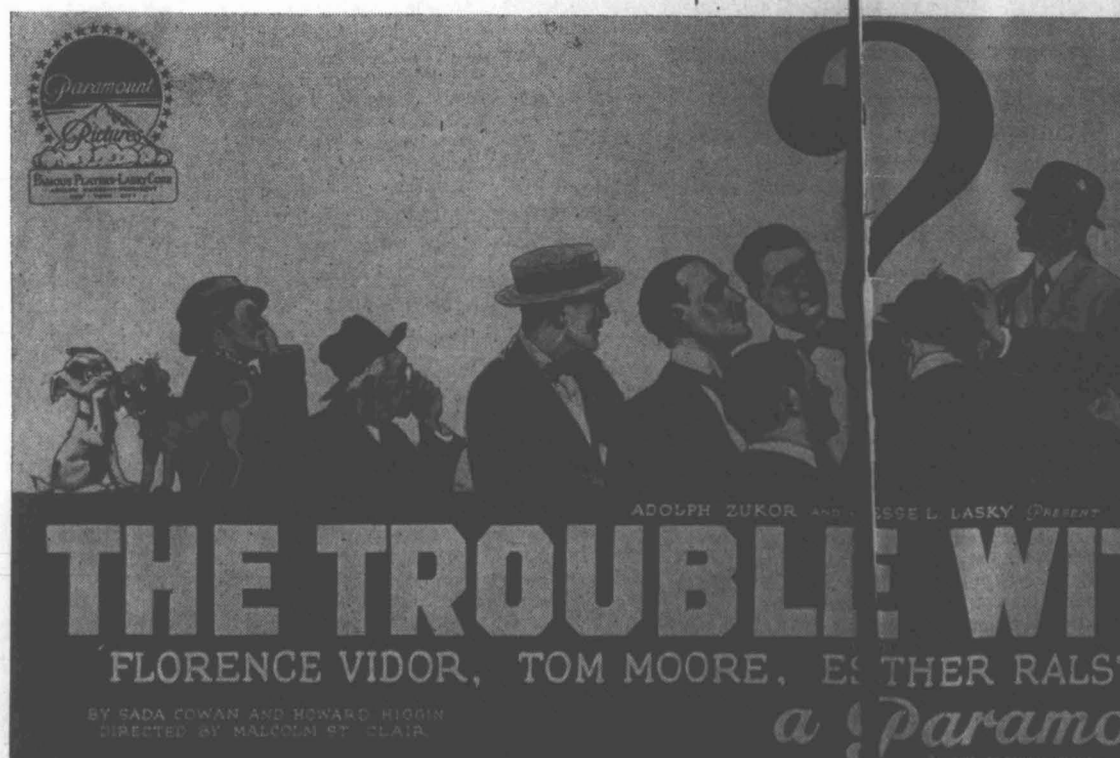
Colored Lobby Card (22" x 28")



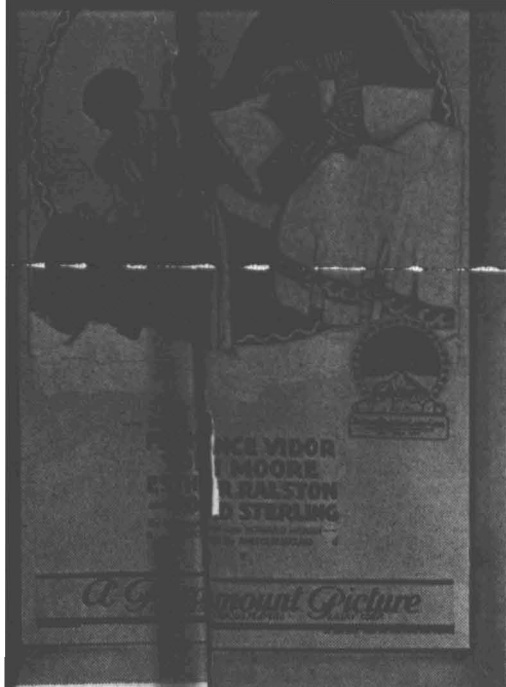
Six Sheet Poster 6A



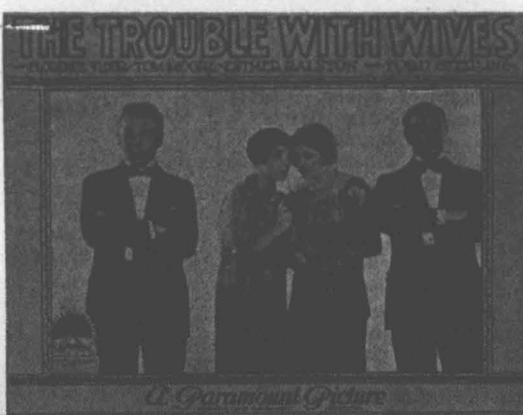
Three Sheet Poster 3A



Twenty-four Sheet Poster 24A



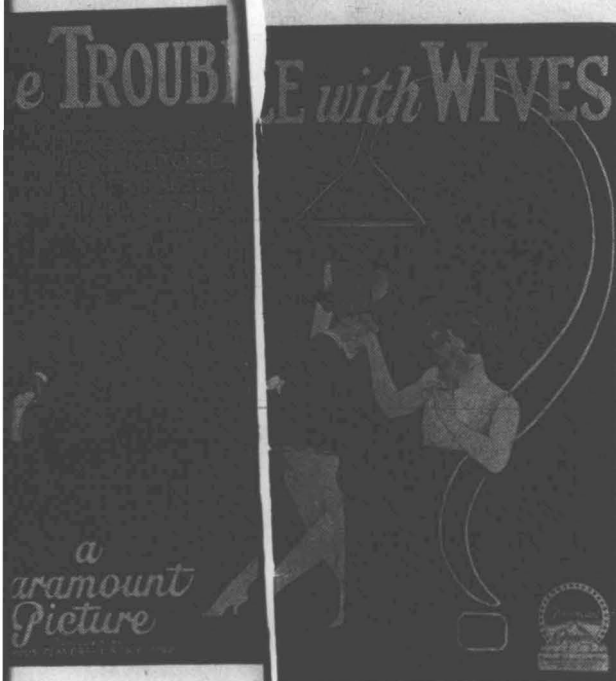
Colored Insert Card



NEW-STYLE FRAMES

Two new it- have been added to
Paramount Ad- es material. One is a
neat and classy ca- rdboard frame to hold
a single still. St- suitable for the highest
class windows are- l store displays. Price
to exhibitors, 15c- each. The other is a
combination 22 x- 28 lobby frame which
accommodates eit- her four 11 x 14's or a
22 x 28. It sells- for \$2.00. The plain
22 x 28 frames, a- \$1.50 each, are also
available.

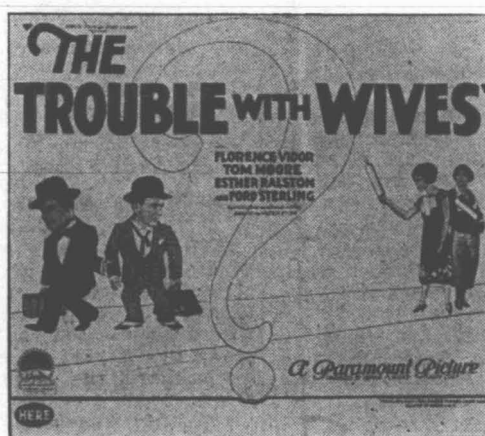
EIGHT COLORED LOBBY CARDS (EACH 11" x 14")



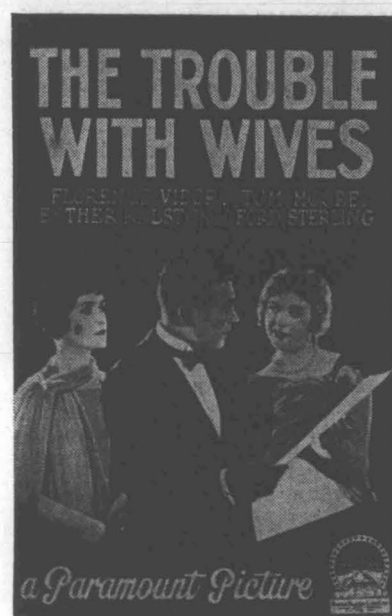
Six Sheet

Poster 6A

Put the picture over the top by
putting posters over the town.
Here are real business-getters!



Announcement Slide



One Sheet Poster 1B



Twenty-four Sheet

Poster 24A



Three Sheet Poster 3B

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The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

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